



CONTACTS

Reviews: jonathan@millermusicandmedia.com

General: Ben.Lilly@atc.gb.net



SCM12 Pro

ATC announces availability of SCM12 Pro high-performance, passive nearfield monitor

ASTON DOWN, GLOUCESTERSHIRE, UK: specialist British loudspeaker drive unit and complete sound reproduction system manufacturer **ATC** is proud to announce upcoming availability of the **SCM12 Pro** — an all-new high-performance, two-way compact passive nearfield monitor — as of October 3...

As an all-new design, the **SCM12 Pro** proffers **ATC**'s acclaimed performance at a lower price point without compromising component quality and achieves this in a more compact, installation-friendly footprint ideally suited to nearfield monitoring as well as multichannel music and post-production applications.

*"Anyone who has been waiting for an **ATC** nearfield with a smaller footprint, that is more easily installed, or that is more affordable, yet still delivers undiminished **ATC** performance, then the **SCM12 Pro** could be for them." So says **ATC** Technical Sales Manager **Ben Lilly**, before adding: "**ATC** R&D Manager **Richard Newman** has poured the same knowhow, time, and passion into this new model that has made the rest of the professional product line so successful. Users will find that productions completed using the **SCM12 Pro** will translate beautifully to other systems and that their incredibly low distortion makes listening to them a pleasure — even after long hours in the studio. At under £1,150.00 per pair, they may prove ideal for those seeking to upgrade ageing, hard-to-repair passive studio monitors."*

Though the **SCM12 Pro** is the most affordable model in **ATC**'s professional range of loudspeakers, the monitor makes use of the company's celebrated drive units for both the mid/bass and tweeter, both being meticulously hand built at its UK facility.

The tweeter is a 25mm/one-inch soft-dome designed around **ATC**'s unique dual-suspension technology. Unlike conventional tweeters, this precision part employs two suspensions, offering far greater control of the voice coil and dome motion — especially at higher sound pressure levels. The result is an extended high-frequency response with much greater clarity and definition due to the reduction in disturbing anharmonic distortion. Listener fatigue is also greatly reduced, resulting in users being able to work for longer periods with greater accuracy.

At the lower end of the frequency spectrum, mid/bass reproduction is handled by **ATC**'s 150mm/six-inch proprietary **CLD** drive unit. Using a 45mm/1.75-inch diameter voice coil, and employing an FEA (Finite Element Analysis) optimised high-energy symmetric gap motor system, the driver is capable of tremendous dynamic range with minimal power compression. Cone construction is courtesy of another proprietary **ATC** technology that represents another advance in driver performance — namely, **Constrained Layer Damping (CLD)**, a process that uses multiple laminated fabric cones to form a stiff, light, and tremendously well-damped structure. Speaking acoustically, this construction creates a smoother on- and off-axis frequency response and also a reduction in distortion leading to a more lifelike reproduction of source material. Meaningfully, judgements and decisions can be made more quickly, more accurately, and for longer periods of time by busy working audio professionals.

Put it another way: by employing exceptional drive units, the passive crossover can, by design, use the minimum number of components in a simple, second-order implementation. Indeed, the capacitors are all 250Vdc metalised polypropylene and all the inductors are air-cored types for minimal signal distortion. Additionally, all of the inductors are wound in house with very high-purity copper while large-gauge wire is used for the bass components to minimise signal losses.

Looking beyond the release of the superb-sounding **SCM12 Pro**, an install-specific sibling, the **SCM12i**, will be available as of Q1 2017. This model will feature threaded mounting points to mate with widely-available wall and ceiling brackets from K&M and Adaptive Technologies to simplify installation — incredibly useful in complex multichannel systems, such as those required by Auro 3-D, Dolby ATMOS, or DTS:X.

Discerning audio professionals always appreciate that exceptional passive monitors require exceptional amplification; as far as the **SCM12 Pro** is concerned, the best possible results will be achieved when it is partnered with **ATC**'s own range of stereo power amplifiers. As such, the 150W-per-channel **P1 Pro** dual-mono power amplifier is the perfect partner — both in terms of power output and its outstanding resolution, resulting from technology originally developed for **ATC**'s high-end active monitoring systems. So customers can comfortably make the upgrade to an all-**ATC** monitoring and amplification system, an attractive package price will be offered for purchasing the two products simultaneously.

Simple, well-engineered products almost always trump feature-rich, cost-engineered alternatives, and **ATC**'s **SCM12 Pro** has been duly designed with that philosophy very much intact. Its neutral fidelity makes it a very versatile proposition, one which — when backed up with the company's industry-leading six-year warranty — makes for a high-value, longterm investment for anyone looking to upgrade their monitoring system. So now is the time to consider EQ'ing, balancing, and editing faster, with more consistent results and reduced listening fatigue using the latest nearfield monitoring marvel from **ATC**.

Audio professional or otherwise, witness the performance of these two new products alongside the company's full professional product range by visiting **ATC** at EastWest Studios (Studio Two), 6000 West Sunset Blvd, Hollywood, California, USA from Friday, September 30 to Saturday, October 1, 2016. **ATC** and US distributor TransAudio Group will also be hosting a press-only event from 7.00-8.00 pm on Friday, September 30 (just prior to the AES Party in Studio One at EastWest Studios). The **SCM12 Pro** will also be being showcased Stateside by Vintage King Audio throughout the 141st AES Convention, September 29-October 1, 2016 at the Los Angeles Convention Center, Los Angeles, California... come check it out!



CONTACTS

Reviews: jonathan@millermusicandmedia.com

General: Ben.Lilly@atc.gb.net



The British-built SCM12 Pro will be available as of October 3, 2016 at a UK RRP of £1,146.00 GBP (plus VAT) per pair or partnered with the P1 Pro dual-mono power amplifier — carrying a UK RRP of £2,165.00 GBP (plus VAT) — at a package price of £2,880.00 GBP (plus VAT), representing a 10% saving over product purchasing separately.

For information, availability, and pricing in the United States, please contact Brad Lunde at Transaudio Group here: <http://www.transaudiogroup.com>

For information, availability, and pricing internationally, please visit the ATC website to find a distributor for your region here: <http://www.atcloudspeakers.co.uk/where-to-buy/>



Print-ready, hi-res images:

http://atcloudspeakers.co.uk/wp-content/uploads/2016/08/SCM12-Pro-with-P1-Pro_small.jpg

http://atcloudspeakers.co.uk/wp-content/uploads/2016/08/SCM12-Pro-3qtr_small.jpg

http://atcloudspeakers.co.uk/wp-content/uploads/2016/08/SCM12-Pro-Front_small.jpg

About ATC (www.atcloudspeakers.co.uk/professional)

ATC (Acoustic Transducer Company) is a specialist British manufacturer of loudspeaker drive units and complete sound reproduction systems, including all associated electronic equipment. All such systems and components are designed and built in-house to achieve levels of performance far in excess of the industry norm by adopting a thoroughly professional engineering approach to the issues of basic design, materials science, and production technology. Formed in 1974 to manufacture custom drive units for the professional sound industry, ATC's groundbreaking 'Soft Dome' mid driver technology was originally developed in 1976 and is still featured in the company's current SCM25A Pro, SCM45A Pro, SCMS0ASL Pro, SCM100ASL Pro, SCM110ASL Pro, SCM150ASL Pro, SCM200ASL Pro, and top-of-the-range SCM300ASL Pro three-way active professional series loudspeakers. Constantly improved, it is still unique in innovation, and remains the only midrange device capable of delivering ultimate performance; flatteringly, it has been widely copied — without success. Similarly, the 'Super Linear' technology found in ATC's professional series bass drive units is equally unique — not only in its ability to accurately reproduce piano, but also the precise manner in which male voices are articulated. All drive units in ATC active professional monitors are powered by their own ATC-designed amplifier, optimised for the relevant bandwidth, and all amplifiers — working substantially in Class A — feature even-order-filtered active crossovers that are individually aligned and phase-corrected to ensure unmatched stereo imaging.